



Annual Evaluation Report

NTC SCHOOL CHANNEL
PROGRAMS 2020–21

Everything
Connects with



Table of Contents

Educational Value 1

Consistency at Scale 6

Measurable Usage..... 10

Parental Activation..... 14

Cost Per Student 18

Public Relations Value 22



Executive Summary

The National Theatre for Children (NTC) is dedicated to building skills and habits that enable positive changes in students' lives. Even during the 2020-21 school year, which faced extraordinary challenges due to the COVID-19 pandemic, the company was able to continue effecting change thanks to its virtual livestream events and on-demand recordings, broadcast digitally to schools and students throughout the country.

In the 2020-21 school year, livestream events like *Space Station Conservation*, *Ready or Not: Preparing for Wildfires*, *Mad About Money*, *The Aqua League* and *Your Planet, Your Future* continued to inspire students, teachers and family members to embrace positive behaviors. Featuring fun and comedic educational videos, a livestream host who introduces and recaps the information, and a Q&A chat feature through which students and classrooms can submit questions live in real time, the livestream events continued to provide vital educational content from a safe distance. Program messaging and content included subjects on energy efficiency, electrical and gas safety, water conservation and pollution prevention, financial literacy, STEM education and fire and emergency preparedness.

The livestream events were supplemented by print materials including student playbooks, infographic posters and graphic novels, as well as an enhanced online curriculum featuring hands-on lessons, interactive activities, e-books, a smart speaker app and more.

There were many lessons learned in a school year heavily impacted by COVID-19. The need to adapt and pivot to the changing needs of educators, students, families and sponsoring organizations might be the most important takeaway. So while the live in-school element of NTC's theatrical programs will return, effective livestream events and e-learning packages aren't going anywhere. Whatever the format, NTC will continue inspiring communities to adopt positive life skills, building for a safer, brighter future in a way that's more important than ever before.

About This Report

This report is a detailed compilation of NTC's school programs based on a weighted combination of six criteria: Educational Value, Consistency at Scale, Measurable Usage, Parental Activation, Cost Per Student and Public Relations Value. The evaluation was conducted by NTC from September 2020 through June 2021 with the participation of over 32,152 teachers from 2,758 schools in 21 states plus Australia and New Zealand.

2020-21 HIGHLIGHTS



1.3 million

Students



750

Livestream Events



6.44

Teacher-Rated Educational Value
(on a scale of 1 to 7)



2,758

Schools Tuned In



32,152

Teachers



21

States plus Australia
and New Zealand



95%

Of teachers said they would
tune in to an NTC livestream
event in the future



42

New Digital
Educational Sketches



2,080,000

Parents and Guardians Reached



3

Newly Developed Curricula

Educational
Value



1 Educational Value

Educational Value is the primary factor for determining the academic success of a sponsored educational program. The evaluations critique both the educational value of the content and the program's ability to convey basic ideas and principles. The process provides quantitative data regarding the impact of the educational value of the program.

Every teacher is requested to complete an online evaluation about the program delivered to their school. The following is a summary of 46,143 teacher evaluations.

Overall Educational Value

Educators were asked to rate the overall educational value of the program. The average score for the programs was **6.44** out of **7**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
6.44	6.34

Likelihood Students will Retain Messages

Teachers rated the likelihood that students will retain the material covered in the programs **5.89** out of **7**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
5.84	5.94

Usefulness of NTC's Livestream Programs to Deliver Messages

Teachers rated the usefulness of the livestream program in delivering educational messages as a **6.23** out of **7**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
6.29	6.04



1 Educational Value

Livestream Host Credibility and Professionalism

Teachers rated the credibility and professionalism of the livestream host as a **6.58**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
6.61	6.39

Ease of Tuning In to the Livestream Program

Teachers rated the ease of tuning in to the virtual livestream program as a **6.72** out of **7**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
6.73	6.66

Curriculum and Activities

Teachers rated the overall value of the digital curriculum, games, e-books, hands-on lessons and other online activities as a **6.31** out of **7**.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
6.30	6.31

Stimulate Classroom Discussion

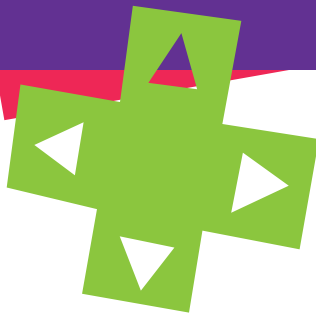
Ninety-five percent (**95%**) of teachers said the program was able to stimulate classroom discussion.

2020-21 SCHOOL YEAR	
ELEMENTARY EDUCATORS	SECONDARY EDUCATORS
96%	91%



This program was awesome! The actresses were very enthusiastic. They were able to keep the students engaged the entire time! Their message was clearly stated in a manner that my 4th graders understood and were still talking about the next day. In fact, the following day we were talking about the watersheds of Virginia and their importance. My kids were able to refer back to the program and remember that fresh water is extremely important and should be conserved and not polluted.

4th Grade Teacher at Pembroke Meadows
Elementary School in Virginia Beach, VA



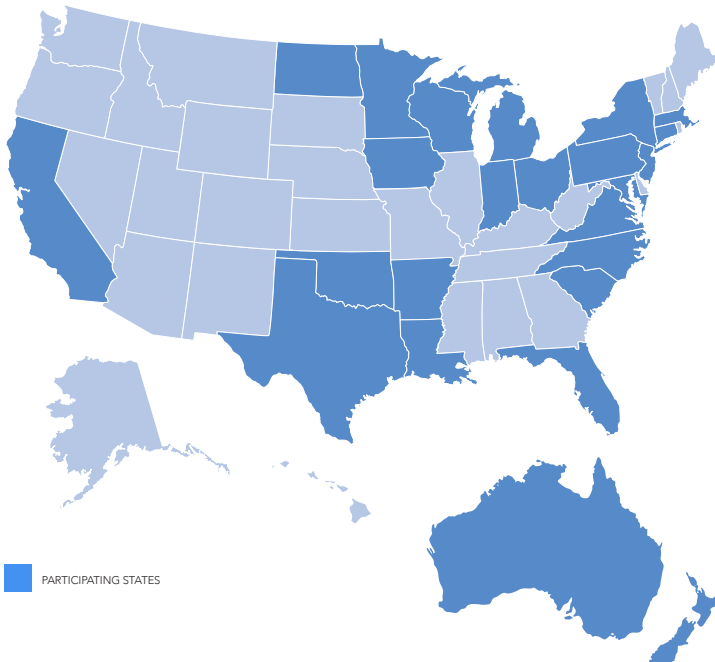
Consistency at Scale

2

2 Consistency at Scale

Consistency at Scale is determined by comparing the delivery of multiple programs over time, geography and age levels.

In the 2020-21 school year,
NTC scheduled **750** livestream events
in **2,758** schools in **21** states,
plus Australia and New Zealand.





NORTH CAROLINA

EDUCATIONAL VALUE: **6.48**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **460**
SUBJECTS: **ENERGY, SAFETY, STEM**



CALIFORNIA

EDUCATIONAL VALUE: **6.45**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **205**
SUBJECTS: **SAFETY, WATER
CONSERVATION**



FLORIDA

EDUCATIONAL VALUE: **6.56**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **156**
SUBJECT: **ENERGY**



TEXAS

EDUCATIONAL VALUE: **6.76**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **224**
SUBJECTS: **SAFETY, WATER
CONSERVATION**



IOWA

EDUCATIONAL VALUE: **6.57**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **50**
SUBJECT: **FINANCIAL LITERACY**



PENNSYLVANIA

EDUCATIONAL VALUE: **6.42**
NUMBER OF SCHOOLS ENGAGED
BY NTC PROGRAM: **240**
SUBJECT: **ENERGY, SAFETY**

We found the livestream presentation to be extremely engaging. The students enjoyed the opportunity to submit questions through the website during the presentation. This allowed for all learners to be engaged and feel as though they were heard. Thanks for adapting and making the experience enjoyable for our elementary school – the students really enjoyed it!

4th Grade Teacher at Groveland
Elementary School in Doylestown, PA



Measurable
3 Usage

3 Measurable Usage

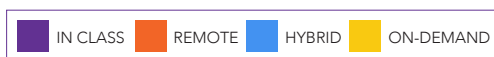
Measurable Usage ensures that the information and materials are being used in the school, classroom and at home with parents and guardians.

When containing a family take-home component, research shows that school curriculum impacts an additional 1.6 adults per student in the home.

In the 2020-21 school year,
95% of educators who saw
an NTC livestream
program reported they would like
to provide the program to their
students and school next year.

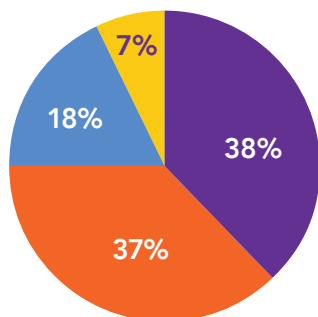


2020-21 SCHOOL YEAR



ALL TEACHERS

HOW DID YOU PARTICIPATE IN THIS LIVESTREAM EVENT WITH YOUR STUDENTS?



38% In the classroom with my students

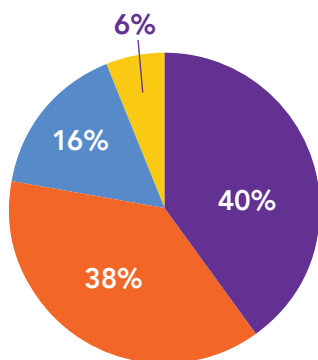
37% All students remote/distance learning

18% Some students in the classroom, some students remote/distance learning

7% We watched an on-demand recording of the livestream program

ELEMENTARY TEACHERS

HOW DID YOU PARTICIPATE IN THIS LIVESTREAM EVENT WITH YOUR STUDENTS?



40% In the classroom with my students

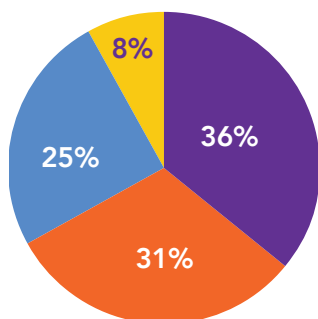
38% All students remote/distance learning

16% Some students in the classroom, some students remote/distance learning

6% We watched an on-demand recording of the livestream program

SECONDARY TEACHERS

HOW DID YOU PARTICIPATE IN THIS LIVESTREAM EVENT WITH YOUR STUDENTS?

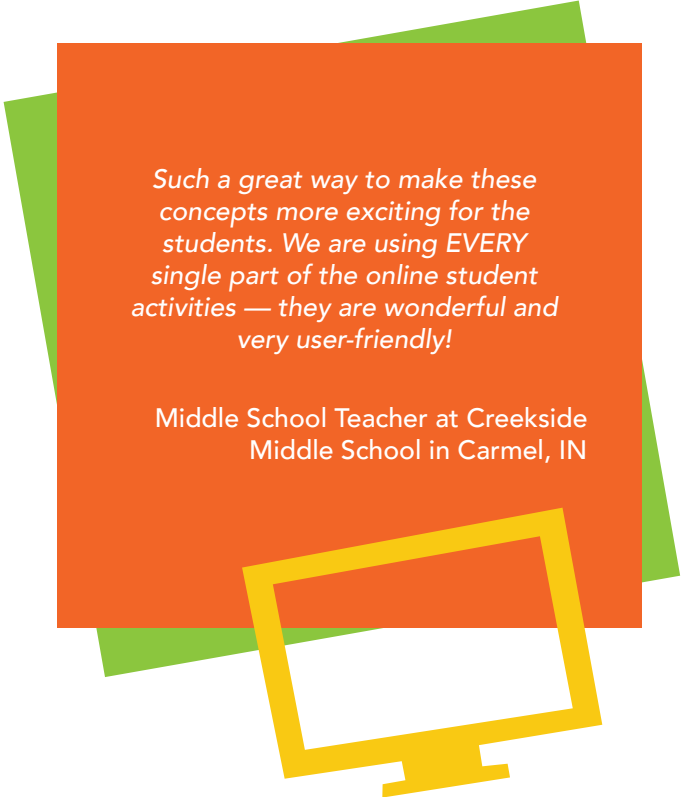


36% In the classroom with my students

31% All students remote/distance learning

25% Some students in the classroom, some students remote/distance learning

8% We watched an on-demand recording of the livestream program



Such a great way to make these concepts more exciting for the students. We are using EVERY single part of the online student activities — they are wonderful and very user-friendly!

Middle School Teacher at Creekside Middle School in Carmel, IN

Parental
Activation

4

4 Parental Activation

Parental Activation is measured by the number of parents and guardians who take action regarding a specific behavior promoted in the social norming program.



2,080,000

Number of parents reached in 2020-21

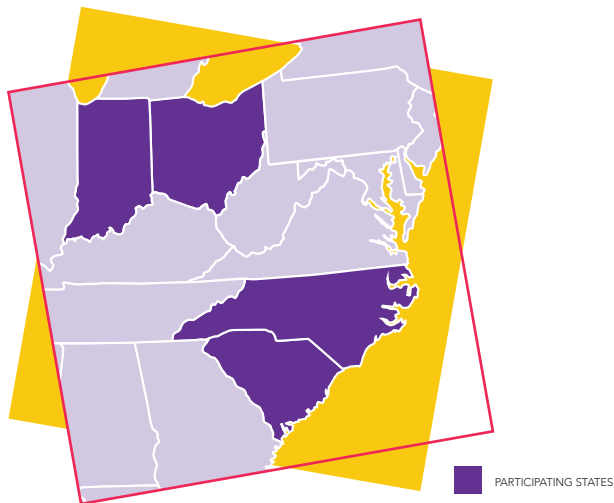


79%

of teacher respondents assigned the take-home family activities as homework, involving adults in the home.

Household Opt-in Program States

33,468 households opted in to NTC's energy conservation programs by ordering a kit from a customized website, supporting the elementary and secondary school behavior change process.



2020-21 AUSTRALIA HIGHLIGHTS



24,144

Students



79

Livestream Events



6.21

Teacher Rated
Educational Value
(on a scale of 1 to 7)



51

Schools Tuned In



1,207

Teachers



6.13

Increase Capacity
for Retaining Messages
(on a scale of 1 to 7)



100%

Of teachers said they would
tune in to an NTC livestream
event in the future



6.13

Stimulate Classroom
Discussion (on a scale of 1 to 7)

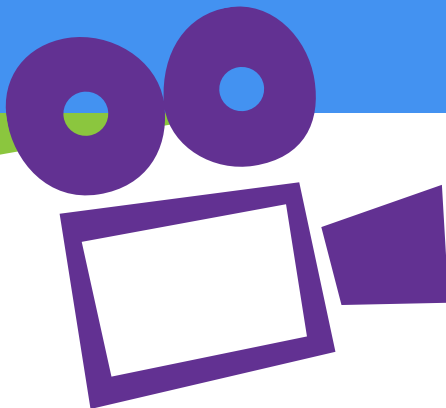


This program was fantastic, very educational and interactive for our students. It integrated with many concepts we have covered in STEM this term, which was great too. The children and teachers loved hearing their names read out during the performance. Your actors did a great job, and the sets were bright, colourful and engaging. Well done to your team.

Zoe Williams
Bulli Public School, NSW

This program was great at delivering important information that our children need to know, not just in science class but to help save our planet's resources. After all, the children we educate today will be the ones with the jobs in these new areas of employment. My goal is to empower my students to become changemakers and advocates for our environment! This program helps to deliver that message to them!

3rd Grade Teacher at Grandview
Preparatory School in Boca Raton, FL



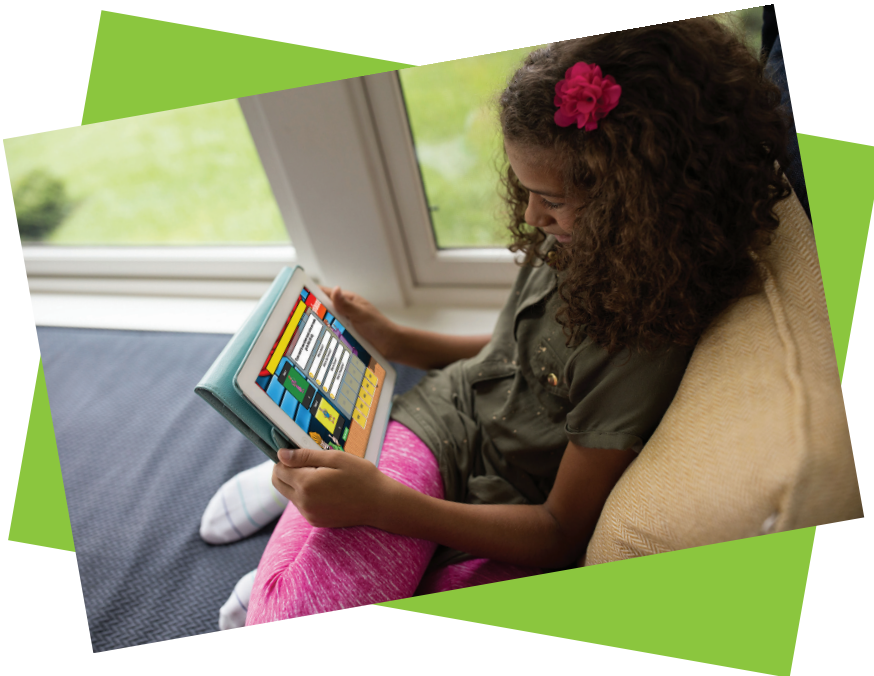
Cost
Per Student

5

5 Cost Per Student

Cost per Student is calculated by dividing the total cost of the program by the number of students, teachers and parents served by the program.

COVID-19 offered NTC a unique opportunity to shift to an all digital alternative, offering livestream events, an expanded e-learning curriculum and printed materials **FREE** to schools, thanks to our clients who are committed to teaching important societal issues to K-12 students, their parents and educators.



This program was both educational and engaging. This was a great resource to use with our students learning from home. Thank you, Edison International, for making this program available to our school.

4th Grade Teacher at Heroes Elementary School in Santa Ana, CA



Very professional – so good at keeping the students' attention, even I was laughing. The message was very thorough; I liked that it was slowed down when it came to giving "definitions" and explaining more about the actual money topics. The sketches were great and well thought out. Overall, I'm more than satisfied.

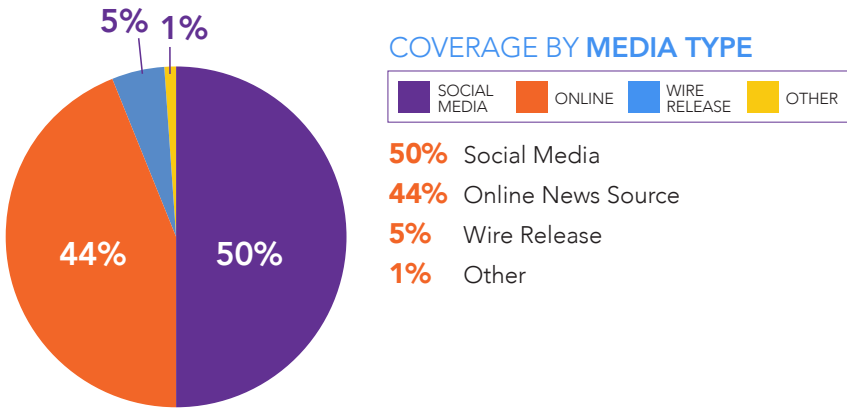
6th Grade Teacher at Calamus-Wheatland
Elementary Attendance Center in Calamus, IA



Public
Relations
6 Value

6 Public Relations Value

Public Relations Value is measured by the impact of the programs on key stakeholders such as public officials, media, special interest groups and the community at large.

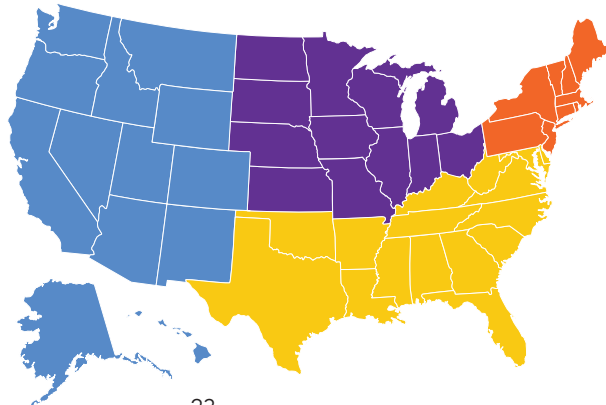


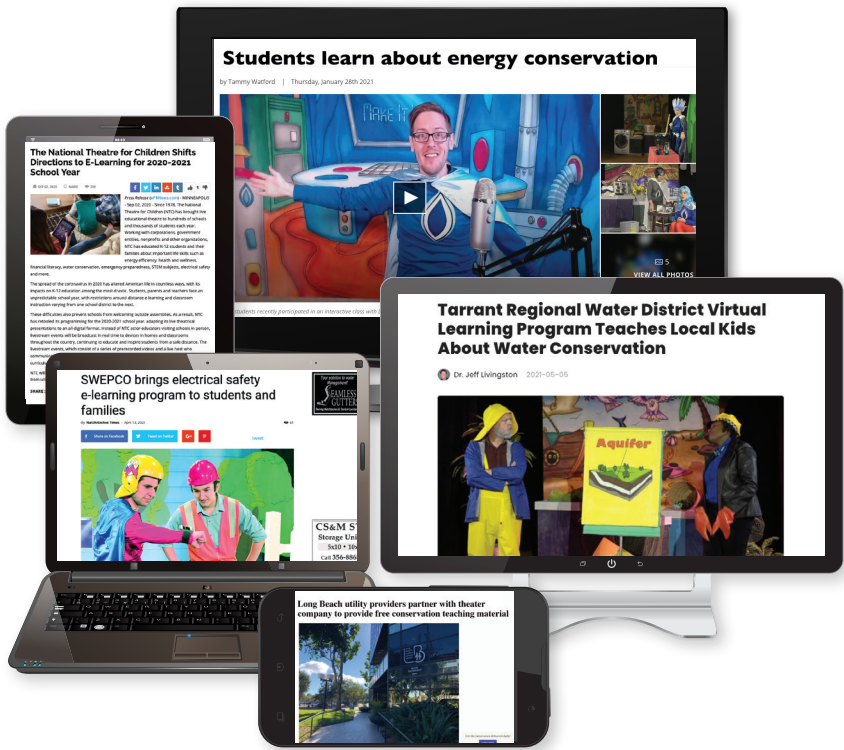
This map illustrates the percentage of news and social media items generated in each geographical area during the 2020-21 school year.

COVERAGE BY GEOGRAPHICAL AREA

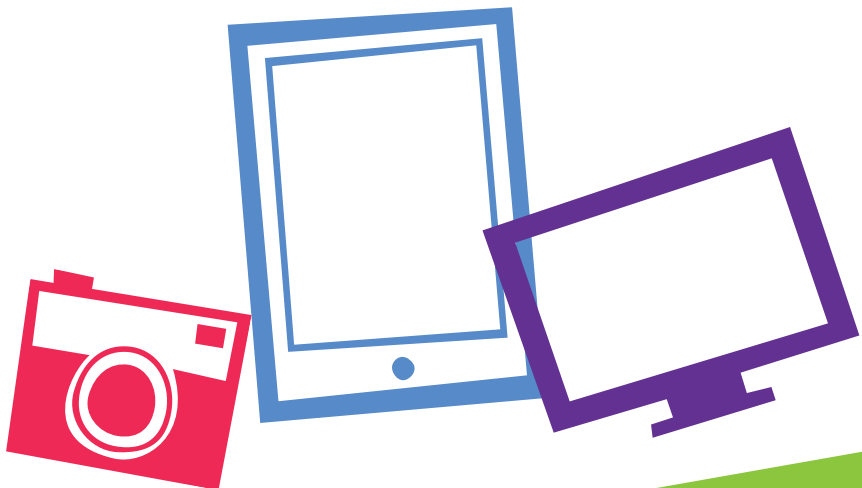


- 62.5% South
- 23.7% West
- 8.6% Northeast
- 5.2% Midwest






As reported by outside monitoring services, NTC’s educational programs were picked up in the media **456** times throughout the 2020-21 school year.



My students were highly engaged during the virtual performance. They listened attentively and laughed when appropriate. The content aligned with our science unit on energy (fossil fuels). Thank you!

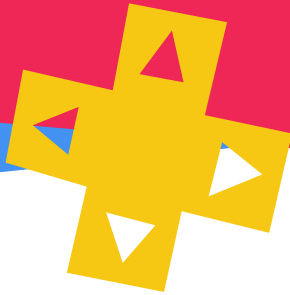
4th Grade Teacher at Benton Heights
Elementary School in Monroe, NC





It was great! The host answered all our questions and the kids thought that was the coolest. Would definitely watch again, recommend and participate with this program more. It was top notch, right on with educational standards and funny!

5th Grade Teacher at Keewatin
Elementary School in Keewatin, MN





Thank you for the livestream show. We've had the theatre show at our school before and your productions are always great. The printed materials and digital toolkit come in handy. I will have the students access it on a future date. Thanks again!

3rd Grade Teacher at Rio Plaza Elementary School in Fillmore, CA



This was very helpful to my students. I was very excited to do something interactive, fun and different with them! The live questions were an amazing interactive addition to the program! We loved how they used different characters, people and explanations. Thank you Central Hudson for making this program available to our students!

5th Grade Teacher at Cairo
Elementary School in Cairo, NY



NTC is a premium provider of educational programming with operations in the U.S., Australia and New Zealand. We work directly between schools and clients to promote beneficial behaviors and life skills to students in grades K-12 on a local, regional and national level.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.

Our award-winning educational programs are free for schools and are customizable to accommodate specific messages for clients. Through formats including live performance, in-class discussion, graphic novels, print curriculum, and digital games and activities, we present topics such as health and wellness, STEM disciplines, energy conservation, safety, financial literacy, water and environmental stewardship in ways that engage and empower students. In doing so, we are helping our clients to be forces of change for students, parents and communities.

Everything
Connects with



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